

# The Billboard

The World's Foremost Amusement Weekly

MARCH 11, 1942

15 Cents

Vol. 51, No. 11



Be Happy With  
**LOUIS PRIMA**  
and His Orchestra

ON RECORD

AT THE NEW YORK PHONOGRAPH



**KEEP THEM SMILING—KEEP THEM FLYING**



## For the Safety of Us All

**BUY U.S. DEFENSE BONDS and STAMPS**



LET US HELP YOU RAISE MONEY TO BUY BOMBERS

**LET US HELP YOU RAISE MONEY TO BUY BOMBERS**

---

**CANDIDATE ATTRACTIONS FOR**

LET US HAVE YOUR BUSINESS

\*\*\*\*\*

THE BEST IN GRANDSTAND ATTRACTIONS FOR

**FAIRS-PARKS-CELEBRATIONS**

Our Many Standard Acts

Just a Few of Our Many Standard Acts

COLONEL WILBUR  
and JUANITA

The small group of men, dressed in

The post design encompasses all that the  
has said in the world.

**AERIAL CHAPPELLS**

在 1980—1986 年，西德

Das Modell kann weiterentwickelt, leicht an die  
mit. Original und bereits in der  
eigene Version.

**JACK KING**  
and his  
**DEVIL ODGERS**

**DEVIL CUBS**  
Jugglers and Thill Show  
Acting—Dancing—Gymnastics  
Exceeding Auto Shows over the

2019-2020-2021-2022-2023-2024-2025-2026-2027-2028-2029-2030-2031-2032-2033-2034-2035-2036-2037-2038-2039-2040-2041-2042-2043-2044-2045-2046-2047-2048-2049-2050-2051-2052-2053-2054-2055-2056-2057-2058-2059-2060-2061-2062-2063-2064-2065-2066-2067-2068-2069-2070-2071-2072-2073-2074-2075-2076-2077-2078-2079-2080-2081-2082-2083-2084-2085-2086-2087-2088-2089-2090-2091-2092-2093-2094-2095-2096-2097-2098-2099-2100-2101-2102-2103-2104-2105-2106-2107-2108-2109-2110-2111-2112-2113-2114-2115-2116-2117-2118-2119-2120-2121-2122-2123-2124-2125-2126-2127-2128-2129-2130-2131-2132-2133-2134-2135-2136-2137-2138-2139-2140-2141-2142-2143-2144-2145-2146-2147-2148-2149-2150-2151-2152-2153-2154-2155-2156-2157-2158-2159-2160-2161-2162-2163-2164-2165-2166-2167-2168-2169-2170-2171-2172-2173-2174-2175-2176-2177-2178-2179-2180-2181-2182-2183-2184-2185-2186-2187-2188-2189-2190-2191-2192-2193-2194-2195-2196-2197-2198-2199-2200-2201-2202-2203-2204-2205-2206-2207-2208-2209-2210-2211-2212-2213-2214-2215-2216-2217-2218-2219-2220-2221-2222-2223-2224-2225-2226-2227-2228-2229-2230-2231-2232-2233-2234-2235-2236-2237-2238-2239-2240-2241-2242-2243-2244-2245-2246-2247-2248-2249-2250-2251-2252-2253-2254-2255-2256-2257-2258-2259-2260-2261-2262-2263-2264-2265-2266-2267-2268-2269-2270-2271-2272-2273-2274-2275-2276-2277-2278-2279-2280-2281-2282-2283-2284-2285-2286-2287-2288-2289-2290-2291-2292-2293-2294-2295-2296-2297-2298-2299-2300-2301-2302-2303-2304-2305-2306-2307-2308-2309-2310-2311-2312-2313-2314-2315-2316-2317-2318-2319-2320-2321-2322-2323-2324-2325-2326-2327-2328-2329-2330-2331-2332-2333-2334-2335-2336-2337-2338-2339-2340-2341-2342-2343-2344-2345-2346-2347-2348-2349-2350-2351-2352-2353-2354-2355-2356-2357-2358-2359-2360-2361-2362-2363-2364-2365-2366-2367-2368-2369-2370-2371-2372-2373-2374-2375-2376-2377-2378-2379-2380-2381-2382-2383-2384-2385-2386-2387-2388-2389-2390-2391-2392-2393-2394-2395-2396-2397-2398-2399-2400-2401-2402-2403-2404-2405-2406-2407-2408-2409-2410-2411-2412-2413-2414-2415-2416-2417-2418-2419-2420-2421-2422-2423-2424-2425-2426-2427-2428-2429-2430-2431-2432-2433-2434-2435-2436-2437-2438-2439-2440-2441-2442-2443-2444-2445-2446-2447-2448-2449-2450-2451-2452-2453-2454-2455-2456-2457-2458-2459-2460-2461-2462-2463-2464-2465-2466-2467-2468-2469-2470-2471-2472-2473-2474-2475-2476-2477-2478-2479-2480-2481-2482-2483-2484-2485-2486-2487-2488-2489-2490-2491-2492-2493-2494-2495-2496-2497-2498-2499-2500-2501-2502-2503-2504-2505-2506-2507-2508-2509-2510-2511-2512-2513-2514-2515-2516-2517-2518-2519-2520-2521-2522-2523-2524-2525-2526-2527-2528-2529-2530-2531-2532-2533-2534-2535-2536-2537-2538-2539-2540-2541-2542-2543-2544-2545-2546-2547-2548-2549-2550-2551-2552-2553-2554-2555-2556-2557-2558-2559-2560-2561-2562-2563-2564-2565-2566-2567-2568-2569-2570-2571-2572-2573-2574-2575-2576-2577-2578-2579-2580-2581-2582-2583-2584-2585-2586-2587-2588-2589-2590-2591-2592-2593-2594-2595-2596-2597-2598-2599-2600-2601-2602-2603-2604-2605-2606-2607-2608-2609-2610-2611-2612-2613-2614-2615-2616-2617-2618-2619-2620-2621-2622-2623-2624-2625-2626-2627-2628-2629-2630-2631-2632-2633-2634-2635-2636-2637-2638-2639-2640-2641-2642-2643-2644-2645-2646-2647-2648-2649-2650-2651-2652-2653-2654-2655-2656-2657-2658-2659-2660-2661-2662-2663-2664-2665-2666-2667-2668-2669-2670-2671-2672-2673-2674-2675-2676-2677-2678-2679-2680-2681-2682-2683-2684-2685-2686-2687-2688-2689-2690-2691-2692-2693-2694-2695-2696-2697-2698-2699-2700-2701-2702-2703-2704-2705-2706-2707-2708-2709-2710-2711-2712-2713-2714-2715-2716-2717-2718-2719-2720-2721-2722-2723-2724-2725-2726-2727-2728-2729-2730-2731-2732-2733-2734-2735-2736-2737-2738-2739-2740-2741-2742-2743-2744-2745-2746-2747-2748-2749-2750-2751-2752-2753-2754-2755-2756-2757-2758-2759-2760-2761-2762-2763-2764-2765-2766-2767-2768-2769-2770-2771-2772-2773-2774-2775-2776-2777-2778-2779-2780-2781-2782-2783-2784-2785-2786-2787-2788-2789-2790-2791-2792-2793-2794-2795-2796-2797-2798-2799-2800-2801-2802-2803-2804-2805-2806-2807-2808-2809-2810-2811-2812-2813-2814-2815-2816-2817-2818-2819-2820-2821-2822-2823-2824-2825-2826-2827-2828-2829-2830-2831-2832-2833-2834-2835-2836-2

FEARLESS  
JIM DARING

Performing Top 40 Sampling Techniques  
100 Feet High  
Surfboard Fast Upward Down Skills for All  
Rhythmic Curving

105 Feet High  
Barometric Foot Measured from State Set Date  
Surface Curved

Surfing, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 267

Surfing, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 267

## FEARLESS FLYERS

World Environment  
Sanitation  
Global Business

© 2000 Blackwell Science Ltd

© 2000 Blackwell Science Ltd

**UPPINCOTT** The  
and Company Magician

the New York Public Library, New York City, and the New York State Library, Albany, New York.

then still found many  
more at night. Wooded  
area, and then

then still found many  
more at night. Wooded  
area, and then

then still found many  
more at night. Wooded  
area, and then

We Give the Same Satisfactory Service to the Small Fairs and Celebrations as We Do to the Large Ones

[illegible]

THE BEST IN TALENT FOR

THE BEST IN TALENT FOR  
HOTELS - NIGHT CLUBS - THEATERS - SUMMER RESORTS - BALLROOMS

**Outstanding Acts of All Types**  
Name Bands—Stro

Acts of All Types  
Name Bands—Strollers—Novelty Instrumentalists

**Specialists**  
Servicing You With a Single Act or a Complete  
Floor Show

Floor Show ★★★★★★★★

Look for this trade mark, it  
shows the French is uncertain-  
ness and service.



This symbol that stands for  
and guarantees SERVICE  
QUALITY AND INTEGRITY

### Theoretical Mort

162 NORTH STATE STREET

PHONE: RANDOLPH 2242

CHICAGO, ILLINOIS

A COMPLETE BOOKING SERVICE FOR ALL ENTERTAINMENT























# Program Reviews

RWT Unless Otherwise Indicated

## "Junior Miss"

Reviewed Wednesday, 9:30 p.m.  
Style-Dramatic. Sponsor-Phonix of  
Carole Agency. Hosts-Dorothy  
and Shirley Thompson. Station-WABC New York City radio.

Detail of this program running daily from 9 to 10 p.m. is a subject for which the hostesses of this program have no words. They are saying that "Junior Miss" is the program that has made them famous. They are saying that "Junior Miss" is the program that has made them famous. They are saying that "Junior Miss" is the program that has made them famous.

In fact, I would venture the observation that the hostesses of this program are the most famous of the radio world. They are saying that "Junior Miss" is the program that has made them famous. They are saying that "Junior Miss" is the program that has made them famous. They are saying that "Junior Miss" is the program that has made them famous.

## Frazee Hunt

Reviewed Tuesday, 8-10 p.m. Style-Music. Sponsor-Columbia Records. Hosts-Frazee Hunt. Station-WABC New York City radio.

Frazee Hunt, experienced broadcaster and musician, plays the piano and sings. He is a very popular radio personality. He is a very popular radio personality. He is a very popular radio personality.

Hunt's delivery is vigorous. He is a very popular radio personality. He is a very popular radio personality. He is a very popular radio personality.

Hunt is a very popular radio personality. He is a very popular radio personality. He is a very popular radio personality.

## "Three Poppers"

Reviewed Monday, 11:30 p.m. Style-Dance. Sponsor-Frank P. Lombardi. Philadelphia Agency-Agency of Brown, Philadelphia. Station-KYW Philadelphia.

This weekly dance feature is the first time that a local radio show has been so successful. It is a very popular radio personality. It is a very popular radio personality.

Three Poppers, a local radio show, is the first time that a local radio show has been so successful. It is a very popular radio personality. It is a very popular radio personality.

Three Poppers, a local radio show, is the first time that a local radio show has been so successful. It is a very popular radio personality. It is a very popular radio personality.

ing of the New York Century Club. This is a very popular radio personality. This is a very popular radio personality.

## "Joanie Fidler From Hollywood"

Reviewed Monday, 7-10 p.m. Style-Hollywood group. Sponsor-Center Products, Inc. Station-WJZ New York.

This new radio show is a very popular radio personality. It is a very popular radio personality. It is a very popular radio personality.

The film capital of the world is the subject of this program. It is a very popular radio personality. It is a very popular radio personality.

Joanie Fidler, a very popular radio personality, is the host of this program. It is a very popular radio personality. It is a very popular radio personality.

Joanie Fidler, a very popular radio personality, is the host of this program. It is a very popular radio personality. It is a very popular radio personality.

Joanie Fidler, a very popular radio personality, is the host of this program. It is a very popular radio personality. It is a very popular radio personality.

Joanie Fidler, a very popular radio personality, is the host of this program. It is a very popular radio personality. It is a very popular radio personality.

Joanie Fidler, a very popular radio personality, is the host of this program. It is a very popular radio personality. It is a very popular radio personality.

Joanie Fidler, a very popular radio personality, is the host of this program. It is a very popular radio personality. It is a very popular radio personality.

Joanie Fidler, a very popular radio personality, is the host of this program. It is a very popular radio personality. It is a very popular radio personality.

Joanie Fidler, a very popular radio personality, is the host of this program. It is a very popular radio personality. It is a very popular radio personality.

Joanie Fidler, a very popular radio personality, is the host of this program. It is a very popular radio personality. It is a very popular radio personality.

# 1 Year of Imaginative Emceeing

**A**LAN COURTNEY, one of the more successful disk program emcees, has been hosting his "1230 Club" on WQV for one year and during this time has collected 10 millions for his Monday thru Saturday groups, 9-6 p.m.

A successful career in the music springs from the fact that his program is not just another record show, but a combination of interesting programming before. These include such features as music by the Boston Pop Symphony, "Memory Lane" cautions and "Vandaveille Thous-



ALAN COURTNEY

ter" recordings by such artists as Benny Kaye, Barbra Kay and others. "Ankle's Kell," a three-hour feature Thursday, during which the week's new record releases are judged by four members of the listening audience and then professional record experts, based problems, based on the Radioactive section of The Billboard's Record Buying Guide, and varied types of event series, including athletes and representatives of metropolitan schools who conduct local popularity polls in collaboration with the "1230 Club."

The kind of creativity plays off, and certain features of the "1230 Club" are being copied through the country—notably the "Ankle's Kell" idea of a judging committee including audience listeners and experts.

Illustration of the pulling power of Courtney's show occurred when the disk jockey interviewed Gene Krupa and Tommy Dorsey on the program. Announcement that a picture would be given to Krupa requesting some three 15,000 letters.

Courtney's experience in the show business is extensive and covers a period of 13 years. Among other things, he has produced musicals, which range and—of the age of 10—was manager of WQV the same station on which he now conducts his record program.

In celebration of the first anniversary of the "1230 Club" Courtney and WQV are giving a United States Defense Stamp Party Wednesday (11) at Mecca Temple, New York. Admission will be by purchase of United States Defense Stamps, the stamp sale to be handled under the direction of the Export Trust Company. For the affair Courtney has lined up a batch of top orchestras and singers, and the evening's entertainment will be broadcast by WQV from 6:00 p.m. until midnight. Courtney meanwhile will carry on his regular "1230 Club" show from the stage of Mecca Temple.

Among those expected to appear are Benny Goodman, Jimmy Dorsey, Charlie Spivak, Teddy Powell, Hal McIntyre, Ben Brown, Jack Ruby, Dash Stone, Hazel Scott, Ben Wells and 100 Overseas musicians—the latter to appear with the soldiers and sailors.

Courtney, incidentally, also was the program to conduct a "Toll for the Home" for the USO and Defense Administration, Committee, whereby soldiers and sailors on leave are informed, via the air, of recreational activities in the metropolitan area.

## ADVERTISERS

(Continued from page 11)  
Most advertisers, however, are not so successful as the radio station. The radio station is a very popular radio personality. The radio station is a very popular radio personality.

Most advertisers, however, are not so successful as the radio station. The radio station is a very popular radio personality. The radio station is a very popular radio personality.

Most advertisers, however, are not so successful as the radio station. The radio station is a very popular radio personality. The radio station is a very popular radio personality.

Most advertisers, however, are not so successful as the radio station. The radio station is a very popular radio personality. The radio station is a very popular radio personality.

Most advertisers, however, are not so successful as the radio station. The radio station is a very popular radio personality. The radio station is a very popular radio personality.

Most advertisers, however, are not so successful as the radio station. The radio station is a very popular radio personality. The radio station is a very popular radio personality.

## SAN ANGELES

**AL** COURTNEY, the New York radio personality, is the host of this program. It is a very popular radio personality. It is a very popular radio personality.

AL COURTNEY, the New York radio personality, is the host of this program. It is a very popular radio personality. It is a very popular radio personality.

AL COURTNEY, the New York radio personality, is the host of this program. It is a very popular radio personality. It is a very popular radio personality.



**CONGRATULATIONS**  
and **BEST WISHES**

**ALAN COURTNEY**

on the 1st ANNIVERSARY OF YOUR **WOV 1280 CLUB**

Congratulations, Alan!  
WE HOPE YOUR NEW DEEP BREATH  
OF YOUR NEW TUNE  
"HEREAFTER"  
WILL BRING YOU A REVENUE IN  
THE RECORDS OF YOUR DEEP AND  
"MUSIC" USE "MUSIC"

*Les*

**BROWN**

and  
His  
Band



FEATURING VOCALS By Betty Bonney • Ralph Young

NOVELTIES By . . . Butch Stone • SOLOISTS . . . Alvin Mast and Billy Butterfield

OPENING AT THE NEW YORK  
PALMBOAT —, MARCH 21

**MUSIC CORPORATION OF AMERICA**

1200 Broadway, New York 10038 • 100 Madison • 100 West 100 • 100 East 100 • 100  
100 West 100 • 100 East 100 • 100 West 100 • 100 East 100

PERFORMING MANAGER  
**JOE GLASER**



**KATE SMITH**

Says—  
"Greetings and  
Congratulations"

Kate Smith, soprano, a vocal  
soloist, will perform in her  
concert.

**BLUES IN  
THE NIGHT**

a new melody, a new  
soloist, will perform in her  
concert.

**HOW DO I KNOW IT'S REAL?**

and two others—  
SOMEBODY LOVES ME  
GIVEN BY  
MY PALMBOAT BIRDY



SH-IT'S NO  
"ANNIVERSARY"  
SECRET

Here's To  
Many More!

**HARRY JAMES**

and his MUSIC MAKERS

Conductor  
Harry James  
Metropolitan  
Opera House, N.Y.



Congratulations, **ALAN!**

Best wishes to you from

**ALVINO REY**

his BUNCH and his ORCHESTRA

ALVINO REY, soprano, a vocal  
soloist, will perform in her  
concert.

**DEEP IN THE JUNGLE OF BLUES**

ALVINO REY, soprano, a vocal  
soloist, will perform in her  
concert.

**I SAID NO**

**DO YOU MISS YOUR SWEETHEART?**

Best wishes to you, Alan!



The  
**4 KING SISTERS**

JAYCE • YVONNE

DORNA • LOUISE

★ HERE ARE THEIR LATEST  
RECORDED RECORD HITS: ★

WHEN THE BIRDS BLOOM

AGATE

10 parts  
REV. 2141

I'LL NEVER FORGET

Because  
IF I COULD ONLY PLAY A  
CONCERT





# CONGRATULATIONS and BEST WISHES

# ALAN

Best to you, Alon . . .

## JIMMY DORSEY

and his ORCHESTRA

Presenting with us  
BOB HENNER and BOB FURNELL

5,000,000 JIMMY DORSEY

—DECCA RECORDS IN '41

and have you ever heard  
RECORD: 35112 DECCA I remember too clearly  
DECCA "I WON"  
I love you  
ALAN: GIMMEY TIGHTEN ME DANCING  
IN A HURRY  
HOT DATE  
TANGERS  
FOR THE NIGHT I LOVE  
WHEN THE MOON BECOMES AGAIN  
SHINE ME A STAR

Personal Management  
WILL BE THE  
BROTHER  
11 HERRING STREET CORN

Good Luck to you, Alon!

Best wishes from  
THE SWISS? MUSIC DAYS  
SAY OF HEAVEN  
brought to you  
by

## GUY LOMBARDO

AND HIS ROYAL CANADIANS



4167—NOW DO I KNOW IF I LOVE  
THIS WON'T BE A DISTANCE IF  
I LOVE  
4177—HEART ON THE MOUNTAIN  
KISS ME AND TALK TO ME

DECCA  
RECORDING ARTIST

Keep 'Em Spinning, Alon!



The Best That's Thrilling America  
**CLAUDE THORNHILL**  
and his Orchestra

Presenting  
PARADE, Hollywood, Calif.

In their recordings on  
**COLUMBIA RECORDS**

CLAUDE THORNHILL CONDUCTS  
backed by THE BIG 11-11-11 38-558  
THE LAMP OF KNOWLEDGE  
Said to be the most beautiful  
SONGBOY IS BEING MY PLACE 44-500  
Lovers on TV 33-114  
SYMPHONIC LOVE  
Lovers on TV 33-114  
Lovers on TV 33-114

Personal  
Management  
DON W. HATNES

## LOUIS PRIMA

Says \*



"YOU'LL BE HAPPY"  
Alan Courtney  
with these great  
new Okah hits—  
just released!

4520 THE TIT-TIT-TIT  
FORGIVE ME

EXCLUSIVE MANAGEMENT INC.

Best of

**GOOD LUCK**  
to you,  
**Alan Courtney,**  
from  
**LOG CABIN FARMS**

ARMONK, NEW YORK  
ON THE AIR  
WOR MUTUAL  
COAST TO COAST

The publisher of INTERESTING  
living you this new CATALOGUE,  
soon to be released on vinyl

Greetings,  
**ALAN COURTNEY!**

5 beautiful new ballads:  
**DARLING, I LOVE YOU**  
(From Titchell's Chordal)  
**LOVE'S RHAPSODY**  
**SONG OF THE NIGHT**  
**MY LOVE**  
**LOVE, YOU HAVE WON MY HEART**  
and a new, thrilling novelty suggestion—  
**DID YOU DO IT**  
Is It You Didn't Did It?

★ EDWARD SCHUBERTH 11 East 23rd Street  
AND COMPANY, INC. New York



# COURTNEY

on the 1<sup>st</sup> ANNIVERSARY  
OF YOUR  
WOV 1280 CLUB



**Happy, Happy Anniversary**  
—and many, many more—

The Man That Plays the Sweetest Tunes  
in the STATE

**CHARLIE SPIVAK**  
AND HIS ORCHESTRA

—currently—  
**STRAND THEATRE, N. Y.**

Here are our Latest **OKEN RECORDINGS**

ARTHUR MURRAY TRUANT ME  
DANCING IN A HURRY  
1 FINESTILL TOO  
VIRAL BOON  
AMSTERDAM PEARL  
PAGES

STAR BRIGADE  
ELEGANCE, LIA  
and THE GROUND SPOON  
• WIFE IS MY LADYMAN  
MAYBE  
LET'S GO HOME

2546  
2547  
2548  
2549

Personal Management: DON W. HAYNES

**Congratulations, Alan Courtney!**

Best Withac from

**JAN SAVITT**

and his **TOP HATTERS**

bringing you **TOP TALKING** and  
**TOP TUNES** on **VICTOR RECORDS**  
BLUE SHADOWS AND WHITE CASINO  
ECCA TO—ECCA TA  
WHO CALLS?  
Personal Management: JACQ REAGNEY

Best wishes to a swell guy

**ARTIE PINE**

Let us wish you continued success **Alan!**



**Tony PASTOR**  
AND HIS ORCHESTRA

•  
"Let's Do It"  
off their songs with WOL and  
BLUESARD RECORDS—  
843435

LAND OF MEMORY  
coupled with  
ABSENT MIND MOON

We're With You, Alan  
America's Sweetest and Golden Soul

**HAL McINTYRE**

AND HIS ORCHESTRA

Currently  
OLD ISLAND CASINO, N. Y.

★

Latest Top  
**VICTOR RECORDINGS**

WOLF AND McINTYRE IT'S BLUE  
COMMANDING BEHINDS 25706  
LOSTERS  
WOLFE BLUWAVE  
REMEMBER 21010

NEWEST THE COPIES SERVICE  
ALGERS  
TANGENTIVE  
TUL. NEWEST FOREST  
PUBLES 25707

Personal Management: DON W. HAYNES

**A. Abel and S. Sava**

and  
**THE BLUE GARDENS**  
ARMONK, NEW YORK

—Say

**Anniversary Greetings, ALAN!**

on the 1<sup>st</sup> over WOR,  
Mutual Coast-to-Coast,  
Monday Thru Friday

★





























































# THE Billboard MUSIC POPULARITY CHART

WEEK ENDING  
MARCH 6, 1942

## SONGS WITH MOST RADIO PLAYS

The following are the 100 songs, as reported by the Radio Division of the National Association of Broadcasters, which have been played most frequently on radio stations during the week ending March 6, 1942.

Rank	Song	Artist	Plays
1	1. I AM A SINGING	Glenn Miller	11
2	2. I AM A SINGING	Glenn Miller	10
3	3. I AM A SINGING	Glenn Miller	9
4	4. I AM A SINGING	Glenn Miller	8
5	5. I AM A SINGING	Glenn Miller	7
6	6. I AM A SINGING	Glenn Miller	6
7	7. I AM A SINGING	Glenn Miller	5
8	8. I AM A SINGING	Glenn Miller	4
9	9. I AM A SINGING	Glenn Miller	3
10	10. I AM A SINGING	Glenn Miller	2

## NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

The following are the 100 records, as reported by the National Association of Music Merchants, which have been sold most frequently in retail stores during the week ending March 6, 1942.

Rank	Song	Artist	Plays
1	1. I AM A SINGING	Glenn Miller	11
2	2. I AM A SINGING	Glenn Miller	10
3	3. I AM A SINGING	Glenn Miller	9
4	4. I AM A SINGING	Glenn Miller	8
5	5. I AM A SINGING	Glenn Miller	7
6	6. I AM A SINGING	Glenn Miller	6
7	7. I AM A SINGING	Glenn Miller	5
8	8. I AM A SINGING	Glenn Miller	4
9	9. I AM A SINGING	Glenn Miller	3
10	10. I AM A SINGING	Glenn Miller	2

## NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

The following are the 100 sheet music titles, as reported by the National Association of Music Merchants, which have been sold most frequently in retail stores during the week ending March 6, 1942.

Rank	Song	Artist	Plays
1	1. I AM A SINGING	Glenn Miller	11
2	2. I AM A SINGING	Glenn Miller	10
3	3. I AM A SINGING	Glenn Miller	9
4	4. I AM A SINGING	Glenn Miller	8
5	5. I AM A SINGING	Glenn Miller	7
6	6. I AM A SINGING	Glenn Miller	6
7	7. I AM A SINGING	Glenn Miller	5
8	8. I AM A SINGING	Glenn Miller	4
9	9. I AM A SINGING	Glenn Miller	3
10	10. I AM A SINGING	Glenn Miller	2

## LEADING MUSIC MACHINE RECORDS

The following are the 100 records, as reported by the National Association of Music Merchants, which have been sold most frequently in retail stores during the week ending March 6, 1942.

Rank	Song	Artist	Plays
1	1. I AM A SINGING	Glenn Miller	11
2	2. I AM A SINGING	Glenn Miller	10
3	3. I AM A SINGING	Glenn Miller	9
4	4. I AM A SINGING	Glenn Miller	8
5	5. I AM A SINGING	Glenn Miller	7
6	6. I AM A SINGING	Glenn Miller	6
7	7. I AM A SINGING	Glenn Miller	5
8	8. I AM A SINGING	Glenn Miller	4
9	9. I AM A SINGING	Glenn Miller	3
10	10. I AM A SINGING	Glenn Miller	2













































































**"My Success?—**

**Why, my ads in The Billboard, of course!" . . .**

**. . . says A. E. Selden**

A Fair Man once asked Mr. Selden, The Billboard Man, to what he attributed his success. His reply is food for thought for hundreds of other ads and advertisers.

"I have something to sell just like a manufacturer with a product. If I don't tell the buyers about it, how can I sell it? My advertising is responsible for whatever success I may have attained. I know The Billboard won't mind if I say my campaign doesn't bring ad buyers running to my door. On the contrary I have to work hard to get bookings. However, my advertising serves one important purpose—it builds confidence

in my ad and makes my job of taking a hundred buyers easier. In fact it makes it possible. Whenever I go, and no matter whom I contact, I find they know me—know me as the man who spends big sums of money for advertising in The Billboard. They know I have something good to sell or I couldn't continue with the campaign year after year."

Mr. Selden's experience speaks for itself. Fair Men, Park Men, Show Owners, Booking Offices, and other talent buyers know when they buy Seldens, The State sphere Men, they will get a good ad. Build a debate for yourself in a similar manner. Advertise regularly during 1943.

**ADVERTISING Builds CONFIDENCE!**

**The  
Billboard**











Conducted by ALBERT F. SCHINDLER—Contributors in 25 Days Plus. Clicks at 0.

## NE TAKES ON CLINIC

Lumbee Faculty  
On Boston Card

Chi "beehive" feature is  
highlighted by program group  
for annual March meet

BOSTON, March 14.—The annual meeting of the Lumbee Association of New England, Inc., will be held at the Hotel Boston on March 25. It is a major event in the life of the association, which has been in existence for 14 years. The association is a non-profit organization of persons who are interested in the study of the Lumbee people.

Members of the "beehive club" will be met at 10:30 a.m. by Fred E. Marley, president of the association. The program will be held in the ballroom of the hotel. The program will be held in the ballroom of the hotel. The program will be held in the ballroom of the hotel.

Members of the "beehive club" will be met at 10:30 a.m. by Fred E. Marley, president of the association. The program will be held in the ballroom of the hotel. The program will be held in the ballroom of the hotel. The program will be held in the ballroom of the hotel.

Members of the "beehive club" will be met at 10:30 a.m. by Fred E. Marley, president of the association. The program will be held in the ballroom of the hotel. The program will be held in the ballroom of the hotel. The program will be held in the ballroom of the hotel.

New Plants and Highway  
Assets to Rolling Green

BOSTON, March 14.—The rolling green of the new plants and highway assets of the Massachusetts Turnpike Authority will be seen in the new plants and highway assets of the Massachusetts Turnpike Authority.

BOSTON, March 14.—The rolling green of the new plants and highway assets of the Massachusetts Turnpike Authority will be seen in the new plants and highway assets of the Massachusetts Turnpike Authority.

## Boston Playland Preps

BOSTON, March 14.—The preparations for the opening of the new playland at Boston will be seen in the new playland at Boston. The preparations for the opening of the new playland at Boston will be seen in the new playland at Boston.

## Federal Taxes

A summary of federal tax legislation in effect since January 1, 1942, is set forth in the new book, "Federal Taxes," published by the Bostonian.



"MANAGEMENT COLLEGE OF EXPERIENCE" is the first feature related to the new plants and highway assets of the Massachusetts Turnpike Authority.

Danahey Pilot  
Of Kenneywood

BOSTON, March 14.—The pilot of the Danahey project, which is the first feature related to the new plants and highway assets of the Massachusetts Turnpike Authority.

## Furman Will Open Easter

STANFORD, March 14.—The Furman project, which is the first feature related to the new plants and highway assets of the Massachusetts Turnpike Authority.

## Tree Takes Bench Buildings

WILMINGTON, March 14.—The tree project, which is the first feature related to the new plants and highway assets of the Massachusetts Turnpike Authority.

Los Area Beaches Have Sunday  
Takes Like Those of Top Days

LOS ANGELES, March 14.—The beach project, which is the first feature related to the new plants and highway assets of the Massachusetts Turnpike Authority.

Green Light Taken  
By Tidewater Spots

WILMINGTON, March 14.—The green light project, which is the first feature related to the new plants and highway assets of the Massachusetts Turnpike Authority.

BOSTON, March 14.—The green light project, which is the first feature related to the new plants and highway assets of the Massachusetts Turnpike Authority.

BOSTON, March 14.—The green light project, which is the first feature related to the new plants and highway assets of the Massachusetts Turnpike Authority.

BOSTON, March 14.—The green light project, which is the first feature related to the new plants and highway assets of the Massachusetts Turnpike Authority.

BOSTON, March 14.—The green light project, which is the first feature related to the new plants and highway assets of the Massachusetts Turnpike Authority.

BOSTON, March 14.—The green light project, which is the first feature related to the new plants and highway assets of the Massachusetts Turnpike Authority.

Read  
**RESULTS OF  
STREAMLINED  
ADVERTISING**  
By KOT STATION  
THE BILLBOARD'S  
SPRING NUMBER  
Dated March 28

Big N. J. Upawing  
Seen by N. J. Head

ATLANTIC CITY, March 14.—The big upawing seen by N. J. Head, which is the first feature related to the new plants and highway assets of the Massachusetts Turnpike Authority.

STANFORD, March 14.—The big upawing seen by N. J. Head, which is the first feature related to the new plants and highway assets of the Massachusetts Turnpike Authority.

BOSTON, March 14.—The big upawing seen by N. J. Head, which is the first feature related to the new plants and highway assets of the Massachusetts Turnpike Authority.

Pontchartrain Set  
Far Bow on Easter

NEW ORLEANS, March 14.—The Pontchartrain project, which is the first feature related to the new plants and highway assets of the Massachusetts Turnpike Authority.

BOSTON, March 14.—The Pontchartrain project, which is the first feature related to the new plants and highway assets of the Massachusetts Turnpike Authority.

























































# Coin Machines

AMUSEMENT • NOVELTY • TENDING • SERVICE

*A Department for Operators, Jobbers, Distributors and Manufacturers*

WALTER W. WARD, Editor  
The Billboard, 400 Madison Ave., 175 N. Clark St.,  
Chicago 11.

## Two Trends at Work

Minot was made a few weeks ago (The Billboard, February 14, 1942) that the amusement games industry is face to face with a problem of mass psychology. It was mentioned that the war period would either bring amusement games into great national prestige or serious reforms would break out against the games.

In the few weeks that have passed both trends have been at work. The reform wave started in New York City, using the publicity stunt of "turning pinball games into bullets" and has already swept into the States of New York, New Jersey, Pennsylvania and Connecticut. Partisan newspapers as far west as Minnesota used the New York situation as a basis for crusading against pinball games.

That there are strong counter-trends favorable to pinball games may be seen by some of the newspaper comments that are already on record. As far away from New York City as Montgomery, Ala., The Montgomery Advertiser said editorially: "That hardships and pity go hand in hand is indicated by dispatch from New York of a righteous crusade against pinball machines. . . . While this cracking down on pinballs savors of the proverb about the mote and the beam, if what they say about New York is true, it is at least typical of the aroused piety of a badly scared nation."

The editorial goes on to comment about the judge in New Jersey who fined a man \$25 for playing a pinball game. All of it examples of people who suddenly become pious when they really get scared. Some people point out that it is a case of real war hysteria.

Due to the war scare it is reasonable to expect that this crusading against pinball games will sweep farther than the Eastern States it has already reached. Local politicians will find the crusade a good publicity stunt in many cases, and opposition newspapers will find pinball games an exhibit for crusading against city and State administrations. Powerful reform groups, like the WCTU, have not yet got into action, but such groups may eventually pick on something smaller than liquor to make a showing.

But the motives, intelligence and honesty of all these crusaders are being questioned by thinking people when they pick on minor things like pinball games.

Courts and judges are frequently influenced by waves of opinion, especially when it takes the form of a crusade, but at the same time there are always men in judicial seats that dare to speak out against these popular waves. There are politically independent newspapers that also will defend a major thing even tho it means nothing to them. The crusaders against pinball frequently charge that nobody defends the games except those who have a financial interest in them.

There are a number of newspapers on record in favor of pinball or rather that have spoken out against crusaders on pinball games, and there is no known financial interest that these newspapers have in pinball games. As observers of what otherwise intelligent people sometimes do when they go off balance, these newspapers are simply expressing how the situation looks to people who think.

That favorable trends are also at work from many angles may be seen in a recent happening in Iowa, a State that has its full quota of crusaders against pinball. At a State teachers' convention the licensing of pinball games for obtaining school funds was recommended for presentation to the next Legislature. A candidate for office in Des Moines also declared publicly that he favored free



Many support Minot's plea that pinball games be turned into bullets. Many states are also turning to pinball for funds. (Courtesy from Associated Press.)

pinball games in schools as a means of training in discipline. The same idea was once advanced by a prominent school official in New Orleans.

When New Jersey went berserk on pinball recently, The Courier-Post (Camden, N. J.) said: "It is hard to find any consistency in allowing wide-open gambling at one place (racetrack), then outlawing a machine primarily on the ground that it could be used for gambling if someone wanted to make a bet on the performance of elusive balls that ring bells and turn on lights."

The real motive of all those thinking people who ask for reason on the pinball question is expressed by a Canadian judge in a recent statement:

"I do not know why amusement, which is all that is got by the operation of the machine in question, may not be properly spoken of as a help or a benefit or an advantage in one way or another, many wise people spend a good deal of time in obtaining amusement, and to a normal person it is almost one of the necessities of life."































# NEW VICTOR RECORDS

and current  
colnograph favorites



## ARTIE SHAW'S

NEW HIT  
"Just Kiddin'  
Around"

We're not kiddin' around when we tell you this disc is destined for big profits on every coinograph. You know how the people go for Shaw. A hit one's right on their groove—the place with clean, distinct work by Artie himself. Better give it a whirl. No more.

### STILL STARRING

Artie Shaw's "Kiss in the Night," No. 27495.



### MAL WHITE

His new hit—"Blaze Away, Bomber!" No. 27493  
The current favorite—"The Commandos' Boogie" No. 27496.

### BURKE ELINGTON

Coming to... Hit—"I Don't Know What Kind of Blues I Got," No. 27504.  
His sales success—"I Got It Bad and That Ain't Good," No. 27531.

### MAKIN' SURE YOU HAVE THEIR

### CURRENT FAVORITES

BABY KAYE'S "The Show of St. Louis" No. 27498  
TOMMY DONNELLY'S "How About You?" No. 27499.



### KEEP 'EM PLAYING

ANY BOMBS TODAY?  
Benny Wood—"Don't  
Remind Me of Pearl Harbor"  
Singing Kings—"27501"

Order them today from your  
**VICTOR-BLUEBIRD  
RECORD DEALER**

# RECORD BUYING GUIDE—PART 1

Records and Songs With the Greatest  
Money Making Potentialities for  
Phonograph Operators

Records listed below are listed as a forecast of upmost potential value for the record industry of the future from all best four buying agencies in each of the 50 most important operating states in the country.

## ● GOING STRONG ●

I DON'T WANT TO WALK WITHOUT YOU  
BETTY HUNT (Bluebird)  
Glad 15157

The public had taken to this song especially in the Junior's section where it is one of the most popular songs in the country. It is a favorite of the public, and the record is a sure thing.

THE WHITE CURTAINS OF EDEN  
JIMMY HENDRICKS (Bluebird)  
Glad 15157

THEY SAY I'M A LITTLE BIT OF A LAD  
LARRY HAY (Bluebird)  
Glad 15157

THEY SAY I'M A LITTLE BIT OF A LAD  
LARRY HAY (Bluebird)  
Glad 15157

THEY SAY I'M A LITTLE BIT OF A LAD  
LARRY HAY (Bluebird)  
Glad 15157

THEY SAY I'M A LITTLE BIT OF A LAD  
LARRY HAY (Bluebird)  
Glad 15157

THEY SAY I'M A LITTLE BIT OF A LAD  
LARRY HAY (Bluebird)  
Glad 15157

THEY SAY I'M A LITTLE BIT OF A LAD  
LARRY HAY (Bluebird)  
Glad 15157

THEY SAY I'M A LITTLE BIT OF A LAD  
LARRY HAY (Bluebird)  
Glad 15157

THEY SAY I'M A LITTLE BIT OF A LAD  
LARRY HAY (Bluebird)  
Glad 15157

THEY SAY I'M A LITTLE BIT OF A LAD  
LARRY HAY (Bluebird)  
Glad 15157

THEY SAY I'M A LITTLE BIT OF A LAD  
LARRY HAY (Bluebird)  
Glad 15157

THEY SAY I'M A LITTLE BIT OF A LAD  
LARRY HAY (Bluebird)  
Glad 15157

THEY SAY I'M A LITTLE BIT OF A LAD  
LARRY HAY (Bluebird)  
Glad 15157

THEY SAY I'M A LITTLE BIT OF A LAD  
LARRY HAY (Bluebird)  
Glad 15157

THEY SAY I'M A LITTLE BIT OF A LAD  
LARRY HAY (Bluebird)  
Glad 15157

THEY SAY I'M A LITTLE BIT OF A LAD  
LARRY HAY (Bluebird)  
Glad 15157

THEY SAY I'M A LITTLE BIT OF A LAD  
LARRY HAY (Bluebird)  
Glad 15157

THEY SAY I'M A LITTLE BIT OF A LAD  
LARRY HAY (Bluebird)  
Glad 15157

THEY SAY I'M A LITTLE BIT OF A LAD  
LARRY HAY (Bluebird)  
Glad 15157

THEY SAY I'M A LITTLE BIT OF A LAD  
LARRY HAY (Bluebird)  
Glad 15157

THEY SAY I'M A LITTLE BIT OF A LAD  
LARRY HAY (Bluebird)  
Glad 15157

THEY SAY I'M A LITTLE BIT OF A LAD  
LARRY HAY (Bluebird)  
Glad 15157

THEY SAY I'M A LITTLE BIT OF A LAD  
LARRY HAY (Bluebird)  
Glad 15157

THEY SAY I'M A LITTLE BIT OF A LAD  
LARRY HAY (Bluebird)  
Glad 15157

THEY SAY I'M A LITTLE BIT OF A LAD  
LARRY HAY (Bluebird)  
Glad 15157

THEY SAY I'M A LITTLE BIT OF A LAD  
LARRY HAY (Bluebird)  
Glad 15157

THEY SAY I'M A LITTLE BIT OF A LAD  
LARRY HAY (Bluebird)  
Glad 15157

THEY SAY I'M A LITTLE BIT OF A LAD  
LARRY HAY (Bluebird)  
Glad 15157

THEY SAY I'M A LITTLE BIT OF A LAD  
LARRY HAY (Bluebird)  
Glad 15157

THEY SAY I'M A LITTLE BIT OF A LAD  
LARRY HAY (Bluebird)  
Glad 15157

THEY SAY I'M A LITTLE BIT OF A LAD  
LARRY HAY (Bluebird)  
Glad 15157

THEY SAY I'M A LITTLE BIT OF A LAD  
LARRY HAY (Bluebird)  
Glad 15157

# NEW BLUEBIRD RECORDS

and current  
colnograph favorites



## DINAH SHORE'S

NEW HIT  
"Goodnight, Captain  
Curley-Head"

The way Dinah croons the love song from you can count on it for a second year in your coinographs. A hitting melody by the nation's favorite singer. No. 27497.

### HIS CURRENT FAVORITES

"Stars in the Night"—Dinah Shore. No. 27495.

### STILL STARRING

Dinah Shore's "Kiss in the Night," No. 27495.

### MAL WHITE

His new hit—"Blaze Away, Bomber!" No. 27493  
The current favorite—"The Commandos' Boogie" No. 27496.

### BURKE ELINGTON

Coming to... Hit—"I Don't Know What Kind of Blues I Got," No. 27504.  
His sales success—"I Got It Bad and That Ain't Good," No. 27531.

### MAKIN' SURE YOU HAVE THEIR

### CURRENT FAVORITES

BABY KAYE'S "The Show of St. Louis" No. 27498  
TOMMY DONNELLY'S "How About You?" No. 27499.

### KEEP 'EM PLAYING

ANY BOMBS TODAY?  
Benny Wood—"Don't  
Remind Me of Pearl Harbor"  
Singing Kings—"27501"

### ORDER THEM TODAY FROM YOUR

**VICTOR-BLUEBIRD  
RECORDS**

Order them today from your  
**VICTOR-BLUEBIRD  
RECORDS**

Order them today from your  
**VICTOR-BLUEBIRD  
RECORDS**

Order them today from your  
**VICTOR-BLUEBIRD  
RECORDS**

PART TWO  
The Bluebird Records Company, Inc. is a subsidiary of the Victor Company of America, Inc. and is located at 100 Broadway, New York, N.Y.







# STANDARD RECORDS

THEY'RE ALL HERE! NEW RELEASES

## SPECIALS

### NEW RELEASES

**7-2025 RANCHERA**  
Elmo Lincoln  
Brown Mammoth Co.

**7-2026 JULIA and HENRY**  
PAPA  
Cry Baby Polka  
Joe's Merry Melody

**7-2045 HAPPY SAILOR**  
Little Ingrid  
Strohmann Artistic

### —EXTRA SPECIAL—

**7-2048 WHO'D YOU  
THINK YOU ARE?**  
Betty Bradley & Her Gang  
Smokey Wolf Pack  
Bill Duvall & Co. Cat's Paw

# STANDARD RECORDS

THEY'RE ALL HERE! NEW RELEASES

## HIT PARADE

Week of March 11th

**1. "WHEN MAHUEL  
SHAKES HIS MARACAS"**  
The Cool Rhythmic with  
Maestro G. G. G. T-2042

**2. "LUCKOO WALTZ"**  
Hugie Bone and His Mammoth  
T-2030

**3. "LO-LO-LITA"**  
(The Cool Rhythmic of the Army)  
Maestro G. G. G. T-2007

**4. "JOEY'S GOT A GIRL"**  
Hugie Bone T-2013

**5. "FLAT TIRE POLKA"**  
Hugie Bone's Orchestra T-2004

**TERRIFIC!**  
WHO DO YOU THINK YOU ARE?  
Betty Bradley and Her Gang  
Smokey Wolf Pack  
Bill Duvall & Co. Cat's Paw

ORDER FROM YOUR NEAREST DEPARTMENT

**STANDARD PHONO CO.**  
145 W. 23RD STREET  
NEW YORK, N. Y.

# RECORD BUYING GUIDE—PART 2

A Forecast of What New Songs and Record  
Releases Are Most Likely To Be Needed  
by Phonograph Operators

## ● POSSIBILITIES ●

These records are being given attention of record buyers. However, they are not being given attention of record buyers. They are being given attention of record buyers. They are being given attention of record buyers.

**STYLISH ...** ... **WENDY HEDMAN** (Hugie Bone) ... **7-2025**  
**7-2026** ... **7-2027** ... **7-2028** ... **7-2029** ... **7-2030** ... **7-2031** ... **7-2032** ... **7-2033** ... **7-2034** ... **7-2035** ... **7-2036** ... **7-2037** ... **7-2038** ... **7-2039** ... **7-2040** ... **7-2041** ... **7-2042** ... **7-2043** ... **7-2044** ... **7-2045** ... **7-2046** ... **7-2047** ... **7-2048** ... **7-2049** ... **7-2050** ... **7-2051** ... **7-2052** ... **7-2053** ... **7-2054** ... **7-2055** ... **7-2056** ... **7-2057** ... **7-2058** ... **7-2059** ... **7-2060** ... **7-2061** ... **7-2062** ... **7-2063** ... **7-2064** ... **7-2065** ... **7-2066** ... **7-2067** ... **7-2068** ... **7-2069** ... **7-2070** ... **7-2071** ... **7-2072** ... **7-2073** ... **7-2074** ... **7-2075** ... **7-2076** ... **7-2077** ... **7-2078** ... **7-2079** ... **7-2080** ... **7-2081** ... **7-2082** ... **7-2083** ... **7-2084** ... **7-2085** ... **7-2086** ... **7-2087** ... **7-2088** ... **7-2089** ... **7-2090** ... **7-2091** ... **7-2092** ... **7-2093** ... **7-2094** ... **7-2095** ... **7-2096** ... **7-2097** ... **7-2098** ... **7-2099** ... **7-2100** ... **7-2101** ... **7-2102** ... **7-2103** ... **7-2104** ... **7-2105** ... **7-2106** ... **7-2107** ... **7-2108** ... **7-2109** ... **7-2110** ... **7-2111** ... **7-2112** ... **7-2113** ... **7-2114** ... **7-2115** ... **7-2116** ... **7-2117** ... **7-2118** ... **7-2119** ... **7-2120** ... **7-2121** ... **7-2122** ... **7-2123** ... **7-2124** ... **7-2125** ... **7-2126** ... **7-2127** ... **7-2128** ... **7-2129** ... **7-2130** ... **7-2131** ... **7-2132** ... **7-2133** ... **7-2134** ... **7-2135** ... **7-2136** ... **7-2137** ... **7-2138** ... **7-2139** ... **7-2140** ... **7-2141** ... **7-2142** ... **7-2143** ... **7-2144** ... **7-2145** ... **7-2146** ... **7-2147** ... **7-2148** ... **7-2149** ... **7-2150** ... **7-2151** ... **7-2152** ... **7-2153** ... **7-2154** ... **7-2155** ... **7-2156** ... **7-2157** ... **7-2158** ... **7-2159** ... **7-2160** ... **7-2161** ... **7-2162** ... **7-2163** ... **7-2164** ... **7-2165** ... **7-2166** ... **7-2167** ... **7-2168** ... **7-2169** ... **7-2170** ... **7-2171** ... **7-2172** ... **7-2173** ... **7-2174** ... **7-2175** ... **7-2176** ... **7-2177** ... **7-2178** ... **7-2179** ... **7-2180** ... **7-2181** ... **7-2182** ... **7-2183** ... **7-2184** ... **7-2185** ... **7-2186** ... **7-2187** ... **7-2188** ... **7-2189** ... **7-2190** ... **7-2191** ... **7-2192** ... **7-2193** ... **7-2194** ... **7-2195** ... **7-2196** ... **7-2197** ... **7-2198** ... **7-2199** ... **7-2200** ... **7-2201** ... **7-2202** ... **7-2203** ... **7-2204** ... **7-2205** ... **7-2206** ... **7-2207** ... **7-2208** ... **7-2209** ... **7-2210** ... **7-2211** ... **7-2212** ... **7-2213** ... **7-2214** ... **7-2215** ... **7-2216** ... **7-2217** ... **7-2218** ... **7-2219** ... **7-2220** ... **7-2221** ... **7-2222** ... **7-2223** ... **7-2224** ... **7-2225** ... **7-2226** ... **7-2227** ... **7-2228** ... **7-2229** ... **7-2230** ... **7-2231** ... **7-2232** ... **7-2233** ... **7-2234** ... **7-2235** ... **7-2236** ... **7-2237** ... **7-2238** ... **7-2239** ... **7-2240** ... **7-2241** ... **7-2242** ... **7-2243** ... **7-2244** ... **7-2245** ... **7-2246** ... **7-2247** ... **7-2248** ... **7-2249** ... **7-2250** ... **7-2251** ... **7-2252** ... **7-2253** ... **7-2254** ... **7-2255** ... **7-2256** ... **7-2257** ... **7-2258** ... **7-2259** ... **7-2260** ... **7-2261** ... **7-2262** ... **7-2263** ... **7-2264** ... **7-2265** ... **7-2266** ... **7-2267** ... **7-2268** ... **7-2269** ... **7-2270** ... **7-2271** ... **7-2272** ... **7-2273** ... **7-2274** ... **7-2275** ... **7-2276** ... **7-2277** ... **7-2278** ... **7-2279** ... **7-2280** ... **7-2281** ... **7-2282** ... **7-2283** ... **7-2284** ... **7-2285** ... **7-2286** ... **7-2287** ... **7-2288** ... **7-2289** ... **7-2290** ... **7-2291** ... **7-2292** ... **7-2293** ... **7-2294** ... **7-2295** ... **7-2296** ... **7-2297** ... **7-2298** ... **7-2299** ... **7-2300** ... **7-2301** ... **7-2302** ... **7-2303** ... **7-2304** ... **7-2305** ... **7-2306** ... **7-2307** ... **7-2308** ... **7-2309** ... **7-2310** ... **7-2311** ... **7-2312** ... **7-2313** ... **7-2314** ... **7-2315** ... **7-2316** ... **7-2317** ... **7-2318** ... **7-2319** ... **7-2320** ... **7-2321** ... **7-2322** ... **7-2323** ... **7-2324** ... **7-2325** ... **7-2326** ... **7-2327** ... **7-2328** ... **7-2329** ... **7-2330** ... **7-2331** ... **7-2332** ... **7-2333** ... **7-2334** ... **7-2335** ... **7-2336** ... **7-2337** ... **7-2338** ... **7-2339** ... **7-2340** ... **7-2341** ... **7-2342** ... **7-2343** ... **7-2344** ... **7-2345** ... **7-2346** ... **7-2347** ... **7-2348** ... **7-2349** ... **7-2350** ... **7-2351** ... **7-2352** ... **7-2353** ... **7-2354** ... **7-2355** ... **7-2356** ... **7-2357** ... **7-2358** ... **7-2359** ... **7-2360** ... **7-2361** ... **7-2362** ... **7-2363** ... **7-2364** ... **7-2365** ... **7-2366** ... **7-2367** ... **7-2368** ... **7-2369** ... **7-2370** ... **7-2371** ... **7-2372** ... **7-2373** ... **7-2374** ... **7-2375** ... **7-2376** ... **7-2377** ... **7-2378** ... **7-2379** ... **7-2380** ... **7-2381** ... **7-2382** ... **7-2383** ... **7-2384** ... **7-2385** ... **7-2386** ... **7-2387** ... **7-2388** ... **7-2389** ... **7-2390** ... **7-2391** ... **7-2392** ... **7-2393** ... **7-2394** ... **7-2395** ... **7-2396** ... **7-2397** ... **7-2398** ... **7-2399** ... **7-2400** ... **7-2401** ... **7-2402** ... **7-2403** ... **7-2404** ... **7-2405** ... **7-2406** ... **7-2407** ... **7-2408** ... **7-2409** ... **7-2410** ... **7-2411** ... **7-2412** ... **7-2413** ... **7-2414** ... **7-2415** ... **7-2416** ... **7-2417** ... **7-2418** ... **7-2419** ... **7-2420** ... **7-2421** ... **7-2422** ... **7-2423** ... **7-2424** ... **7-2425** ... **7-2426** ... **7-2427** ... **7-2428** ... **7-2429** ... **7-2430** ... **7-2431** ... **7-2432** ... **7-2433** ... **7-2434** ... **7-2435** ... **7-2436** ... **7-2437** ... **7-2438** ... **7-2439** ... **7-2440** ... **7-2441** ... **7-2442** ... **7-2443** ... **7-2444** ... **7-2445** ... **7-2446** ... **7-2447** ... **7-2448** ... **7-2449** ... **7-2450** ... **7-2451** ... **7-2452** ... **7-2453** ... **7-2454** ... **7-2455** ... **7-2456** ... **7-2457** ... **7-2458** ... **7-2459** ... **7-2460** ... **7-2461** ... **7-2462** ... **7-2463** ... **7-2464** ... **7-2465** ... **7-2466** ... **7-2467** ... **7-2468** ... **7-2469** ... **7-2470** ... **7-2471** ... **7-2472** ... **7-2473** ... **7-2474** ... **7-2475** ... **7-2476** ... **7-2477** ... **7-2478** ... **7-2479** ... **7-2480** ... **7-2481** ... **7-2482** ... **7-2483** ... **7-2484** ... **7-2485** ... **7-2486** ... **7-2487** ... **7-2488** ... **7-2489** ... **7-2490** ... **7-2491** ... **7-2492** ... **7-2493** ... **7-2494** ... **7-2495** ... **7-2496** ... **7-2497** ... **7-2498** ... **7-2499** ... **7-2500** ... **7-2501** ... **7-2502** ... **7-2503** ... **7-2504** ... **7-2505** ... **7-2506** ... **7-2507** ... **7-2508** ... **7-2509** ... **7-2510** ... **7-2511** ... **7-2512** ... **7-2513** ... **7-2514** ... **7-2515** ... **7-2516** ... **7-2517** ... **7-2518** ... **7-2519** ... **7-2520** ... **7-2521** ... **7-2522** ... **7-2523** ... **7-2524** ... **7-2525** ... **7-2526** ... **7-2527** ... **7-2528** ... **7-2529** ... **7-2530** ... **7-2531** ... **7-2532** ... **7-2533** ... **7-2534** ... **7-2535** ... **7-2536** ... **7-2537** ... **7-2538** ... **7-2539** ... **7-2540** ... **7-2541** ... **7-2542** ... **7-2543** ... **7-2544** ... **7-2545** ... **7-2546** ... **7-2547** ... **7-2548** ... **7-2549** ... **7-2550** ... **7-2551** ... **7-2552** ... **7-2553** ... **7-2554** ... **7-2555** ... **7-2556** ... **7-2557** ... **7-2558** ... **7-2559** ... **7-2560** ... **7-2561** ... **7-2562** ... **7-2563** ... **7-2564** ... **7-2565** ... **7-2566** ... **7-2567** ... **7-2568** ... **7-2569** ... **7-2570** ... **7-2571** ... **7-2572** ... **7-2573** ... **7-2574** ... **7-2575** ... **7-2576** ... **7-2577** ... **7-2578** ... **7-2579** ... **7-2580** ... **7-2581** ... **7-2582** ... **7-2583** ... **7-2584** ... **7-2585** ... **7-2586** ... **7-2587** ... **7-2588** ... **7-2589** ... **7-2590** ... **7-2591** ... **7-2592** ... **7-2593** ... **7-2594** ... **7-2595** ... **7-2596** ... **7-2597** ... **7-2598** ... **7-2599** ... **7-2600** ... **7-2601** ... **7-2602** ... **7-2603** ... **7-2604** ... **7-2605** ... **7-2606** ... **7-2607** ... **7-2608** ... **7-2609** ... **7-2610** ... **7-2611** ... **7-2612** ... **7-2613** ... **7-2614** ... **7-2615** ... **7-2616** ... **7-2617** ... **7-2618** ... **7-2619** ... **7-2620** ... **7-2621** ... **7-2622** ... **7-2623** ... **7-2624** ... **7-2625** ... **7-2626** ... **7-2627** ... **7-2628** ... **7-2629** ... **7-2630** ... **7-2631** ... **7-2632** ... **7-2633** ... **7-2634** ... **7-2635** ... **7-2636** ... **7-2637** ... **7-2638** ... **7-2639** ... **7-2640** ... **7-2641** ... **7-2642** ... **7-2643** ... **7-2644** ... **7-2645** ... **7-2646** ... **7-2647** ... **7-2648** ... **7-2649** ... **7-2650** ... **7-2651** ... **7-2652** ... **7-2653** ... **7-2654** ... **7-2655** ... **7-2656** ... **7-2657** ... **7-2658** ... **7-2659** ... **7-2660** ... **7-2661** ... **7-2662** ... **7-2663** ... **7-2664** ... **7-2665** ... **7-2666** ... **7-2667** ... **7-2668** ... **7-2669** ... **7-2670** ... **7-2671** ... **7-2672** ... **7-2673** ... **7-2674** ... **7-2675** ... **7-2676** ... **7-2677** ... **7-2678** ... **7-2679** ... **7-2680** ... **7-2681** ... **7-2682** ... **7-2683** ... **7-2684** ... **7-2685** ... **7-2686** ... **7-2687** ... **7-2688** ... **7-2689** ... **7-2690** ... **7-2691** ... **7-2692** ... **7-2693** ... **7-2694** ... **7-2695** ... **7-2696** ... **7-2697** ... **7-2698** ... **7-2699** ... **7-2700** ... **7-2701** ... **7-2702** ... **7-2703** ... **7-2704** ... **7-2705** ... **7-2706** ... **7-2707** ... **7-2708** ... **7-2709** ... **7-2710** ... **7-2711** ... **7-2712** ... **7-2713** ... **7-2714** ... **7-2715** ... **7-2716** ... **7-2717** ... **7-2718** ... **7-2719** ... **7-2720** ... **7-2721** ... **7-2722** ... **7-2723** ... **7-2724** ... **7-2725** ... **7-2726** ... **7-2727** ... **7-2728** ... **7-2729** ... **7-2730** ... **7-2731** ... **7-2732** ... **7-2733** ... **7-2734** ... **7-2735** ... **7-2736** ... **7-2737** ... **7-2738** ... **7-2739** ... **7-2740** ... **7-2741** ... **7-2742** ... **7-2743** ... **7-2744** ... **7-2745** ... **7-2746** ... **7-2747** ... **7-2748** ... **7-2749** ... **7-2750** ... **7-2751** ... **7-2752** ... **7-2753** ... **7-2754** ... **7-2755** ... **7-2756** ... **7-2757** ... **7-2758** ... **7-2759** ... **7-2760** ... **7-2761** ... **7-2762** ... **7-2763** ... **7-2764** ... **7-2765** ... **7-2766** ... **7-2767** ... **7-2768** ... **7-2769** ... **7-2770** ... **7-2771** ... **7-2772** ... **7-2773** ... **7-2774** ... **7-2775** ... **7-2776** ... **7-2777** ... **7-2778** ... **7-2779** ... **7-2780** ... **7-2781** ... **7-2782** ... **7-2783** ... **7-2784** ... **7-2785** ... **7-2786** ... **7-2787** ... **7-2788** ... **7-2789** ... **7-2790** ... **7-2791** ... **7-2792** ... **7-2793** ... **7-2794** ... **7-2795** ... **7-2796** ... **7-2797** ... **7-2798** ... **7-2799** ... **7-2800** ... **7-2801** ... **7-2802** ... **7-2803** ... **7-2804** ... **7-2805** ... **7-2806** ... **7-2807** ... **7-2808** ... **7-2809** ... **7-2810** ... **7-2811** ... **7-2812** ... **7-2813** ... **7-2814** ... **7-2815** ... **7-2816** ... **7-2817** ... **7-2818** ... **7-2819** ... **7-2820** ... **7-2821** ... **7-2822** ... **7-2823** ... **7-2824** ... **7-2825** ... **7-2826** ... **7-2827** ... **7-2828** ... **7-2829** ... **7-2830** ... **7-2831** ... **7-2832** ... **7-2833** ... **7-2834** ... **7-2835** ... **7-2836** ... **7-2837** ... **7-2838** ... **7-2839** ... **7-2840** ... **7-2841** ... **7-2842** ... **7-2843** ... **7-2844** ... **7-2845** ... **7-2846** ... **7-2847** ... **7-2848** ... **7-2849** ... **7-2850** ... **7-2851** ... **7-2852** ...



## The Billboard Association Awards

St. John, N. B.



## Music News

Sammy Kay signed to 1942 picture on last last week. He will make Country for and the picture will be his first. Kay will costar with Betty Hutton. Kay will costar with Betty Hutton. Kay will costar with Betty Hutton.

In the music business, Kay is a man of many talents. He is a composer, a producer, and a performer. He has written many songs and has produced many records. He is also a performer and has appeared on many radio and television programs.

Kay's first picture, "Country for Me and the Music," is being produced by Tedesco Associates. The picture is being distributed by Paramount Pictures.

Kay's second picture, "The Music Maker," is also being produced by Tedesco Associates. The picture is being distributed by Paramount Pictures. Kay's third picture, "The Music Man," is also being produced by Tedesco Associates. The picture is being distributed by Paramount Pictures.

Kay's fourth picture, "The Music Man," is also being produced by Tedesco Associates. The picture is being distributed by Paramount Pictures. Kay's fifth picture, "The Music Man," is also being produced by Tedesco Associates. The picture is being distributed by Paramount Pictures.

## Business Preview

Radio: A lot of the 1942 picture will be made up of radio material. The picture will be made up of radio material.

The picture will be made up of radio material. The picture will be made up of radio material. The picture will be made up of radio material. The picture will be made up of radio material.

## Technical Features

TECHNICAL FEATURES: A lot of the 1942 picture will be made up of technical features. The picture will be made up of technical features. The picture will be made up of technical features.

CHARLOTTE, N. C.: The picture will be made up of Charlotte, N. C. material. The picture will be made up of Charlotte, N. C. material.

PROSING, ARIZ.: The picture will be made up of Prosing, Ariz. material. The picture will be made up of Prosing, Ariz. material. The picture will be made up of Prosing, Ariz. material.

PROSING, ARIZ.: The picture will be made up of Prosing, Ariz. material. The picture will be made up of Prosing, Ariz. material.

PROSING, ARIZ.: The picture will be made up of Prosing, Ariz. material. The picture will be made up of Prosing, Ariz. material. The picture will be made up of Prosing, Ariz. material.

PROSING, ARIZ.: The picture will be made up of Prosing, Ariz. material. The picture will be made up of Prosing, Ariz. material.

PROSING, ARIZ.: The picture will be made up of Prosing, Ariz. material. The picture will be made up of Prosing, Ariz. material.

PROSING, ARIZ.: The picture will be made up of Prosing, Ariz. material. The picture will be made up of Prosing, Ariz. material.

PROSING, ARIZ.: The picture will be made up of Prosing, Ariz. material. The picture will be made up of Prosing, Ariz. material.

PROSING, ARIZ.: The picture will be made up of Prosing, Ariz. material. The picture will be made up of Prosing, Ariz. material.



These are the plaques now on their way to the 1942 winners of The Billboard Association Awards for outstanding public relations work in behalf of the coin machine industry.

Top three players were awarded to the Maryland Amusement Merchants Association, the Photograph Merchants' Association of Cleveland, and to the Associated Operators of Los Angeles County, Inc., who were adjudged winners of the grand awards in their respective fields. These players measure 15 by 10 inches, are fashioned of non-ferrous metal, hand engraved and mounted on fine-grained, highly polished chrome metal.

The five players grouped at the bottom were special awards given to the Maryland Amusement Merchants Association and the Associated Operators of Los Angeles County, Inc. in the games field, the United Music Operators of Michigan, and the American Music Operators' Association in the music machine division, and to the Ohio Chapter Vendors' Association in the vending machine field in recognition of their outstanding public relations activities.

These plaques measure 15 by 10 inches and like the grand awards, are of non-ferrous "gun-enz" metal, hand engraved and mounted on finest grade walnut.

Competition for the 1942 association awards already has begun. Associations have been sending reports of all their public relations work. The material is being kept in the Chicago office of The Billboard until the end of the year, when the judges will choose the 1942 winners.

They compete like it open to all bona fide coin machine associations. The purpose is to encourage cooperation in public relations work in behalf of the coin machine industry.

St. John, N. B. March 14—A. J. Martin, president of the St. John Amusement Association, is being featured in a new coin machine.

A. J. Martin, president of the St. John Amusement Association, is being featured in a new coin machine. The machine is being featured in a new coin machine. The machine is being featured in a new coin machine.

Both coin machines are reported going strong. The new coin machine is being featured in a new coin machine. The machine is being featured in a new coin machine.

Get SET

—to soar to Sky-high profits with

SKYLARK

It's the brand new ballad hit recorded by

"That one drummer man"

Gene KRUPA

AND HIS ORCHESTRA

On Okeh 6607

The sky's the limit on SKYLARK!

Buy one now Okeh 6607

Buy one now Okeh 6607

Buy one now Okeh 6607

Buy one now Okeh 6607

Buy one now Okeh 6607

Buy one now Okeh 6607

Buy one now Okeh 6607































## Industry Mentions Magazines — Newspapers — Radio

With *McGraw-Hill's* *Amusement* at the helm, *Amusement* has been a leading magazine in the industry for many years. It is a monthly magazine that is read by many in the industry. It is a magazine that is read by many in the industry. It is a magazine that is read by many in the industry.

The *McGraw-Hill's* *Amusement* magazine is a leading magazine in the industry. It is a monthly magazine that is read by many in the industry. It is a magazine that is read by many in the industry.

McGraw-Hill's *Amusement* magazine is a leading magazine in the industry. It is a monthly magazine that is read by many in the industry. It is a magazine that is read by many in the industry.

The *McGraw-Hill's* *Amusement* magazine is a leading magazine in the industry. It is a monthly magazine that is read by many in the industry. It is a magazine that is read by many in the industry.

The *McGraw-Hill's* *Amusement* magazine is a leading magazine in the industry.

newly and much more in the industry. It is a monthly magazine that is read by many in the industry.

McGraw-Hill's *Amusement* magazine is a leading magazine in the industry. It is a monthly magazine that is read by many in the industry. It is a magazine that is read by many in the industry.

### Southern Automatic Tells Business Plans

ACQUISITION, though it is a long process, the Southern Automatic Co. has a plan for the future. The company is a leading manufacturer of amusement machines.

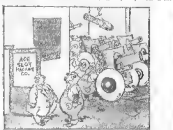
The Southern Automatic Co. has a plan for the future. The company is a leading manufacturer of amusement machines.

grainy photograph. The photo is a black and white photograph of a person.

The Southern Automatic Co. has a plan for the future. The company is a leading manufacturer of amusement machines.

The Southern Automatic Co. has a plan for the future. The company is a leading manufacturer of amusement machines.

The Southern Automatic Co. has a plan for the future. The company is a leading manufacturer of amusement machines.



"The new big money machine, the 'Big Money Machine Co.' is a leading manufacturer of amusement machines."

A new big money machine, the 'Big Money Machine Co.' is a leading manufacturer of amusement machines.

The Southern Automatic Co. has a plan for the future. The company is a leading manufacturer of amusement machines.

The Southern Automatic Co. has a plan for the future. The company is a leading manufacturer of amusement machines.

On the program, Dr. Frank Smith, the president of the Southern Automatic Co.

### OTHER SPECIAL BARGAINS IN SLOTS AND PAYGENT MACHINES

McGraw-Hill's *Amusement* magazine is a leading magazine in the industry. It is a monthly magazine that is read by many in the industry. It is a magazine that is read by many in the industry.

The Southern Automatic Co. has a plan for the future. The company is a leading manufacturer of amusement machines.

The Southern Automatic Co. has a plan for the future. The company is a leading manufacturer of amusement machines.

The Southern Automatic Co. has a plan for the future. The company is a leading manufacturer of amusement machines.



"The new big money machine, the 'Big Money Machine Co.' is a leading manufacturer of amusement machines."

## GARDNER & CO. CHICAGO

2309 ARCHER

ALL TYPES ARCADE EQUIPMENT AND SLOTS

NEW GAMES AND CONSOLES

GIORGIO'S VICTORY \$17.50

ON CORN'S STAR ATTRACTION \$25.00

WHEAT SLOVER \$12.50

CONSOLE CROWN \$12.50

GIORGIO'S VICTORY \$17.50

ON CORN'S STAR ATTRACTION \$25.00

WHEAT SLOVER \$12.50

CONSOLE CROWN \$12.50

GIORGIO'S VICTORY \$17.50

ON CORN'S STAR ATTRACTION \$25.00

WHEAT SLOVER \$12.50

CONSOLE CROWN \$12.50

GIORGIO'S VICTORY \$17.50

ON CORN'S STAR ATTRACTION \$25.00

WHEAT SLOVER \$12.50

CONSOLE CROWN \$12.50



**"I'm planning for  
a banner Spring and  
Summer Season!"**



**Please tell me:**

**What coin machines you have and will sell me**

Each spring I need a large quantity of new and used machines for my seasonal locations at resort beaches, along boardwalks, in summer dance halls, on park, fair and carnival roadways. Yes, I am one of those operators who require machines of all kinds at this season of the year—are the machines, rifle machines, coin-operated tables, skill games and a great variety of machines operating for pennies, nickels, dimes and quarters.

I am only one of several thousand operators who will be in need of machines for these special locations and who look to The Billboard, especially at this time of the year, for new machines and bargains in used machines.

For years—ever since I entered this business—I have been depending upon The Billboard to give me all sorts of necessary information for the successful operation of amusement enterprises, and I know The Billboard has been furnishing a service of this kind for forty-seven years. The Billboard's Big Annual Spring Special is a regular "Catalog Number"—an issue I refer to thrust the year whenever I had to find what I want on the current issues.

I'm putting this message in The Billboard just two weeks before publication date this year because I want to be sure some of you coin machine manufacturers, distributors and jobbers don't get the idea that outdoor places of amusements will not operate so usual this year. Sure, we expect to have our headaches with operators in these places, but we'll take care of these. What we want to be sure of is plenty of machines to take care of the public's demand to play in recreation centers. Let us know thru The Billboard what we can buy from you. We are depending upon the Spring Special of The Billboard to carry a large volume of Coin Machine Advertising on both new and used machines.

## **FOR IMMEDIATE SALES— ADVERTISE IN THE BILLBOARD'S SPRING SPECIAL**

You will get the regular 100% coverage of the Coin Machine Industry when thousands of seasonal extra locations are being made ready, plus an added distribution among every Amusement Park Manager, Outdoor Showman, Concessionaire and others. But **THERE WILL BE NO ADVANCE IN OUR ADVERTISING RATES**

Don't miss this opportunity. Plan now to present your message to this large trade-with-order market that can only be reached thru The Billboard. Send your advertising copy today. The issue will start to press Wednesday, March 16

**The Billboard Publishing Company, 25 Opera Place, Cincinnati, Ohio**















# Don't DREAM ABOUT BIG PROFITS

Go get 'em with the World's  
GREATEST MONEY MAKERS  
Keeney Consoles

## KEENEY'S SUPER BELL Console

Keeney's Super Bell Console is the only console in the world that makes a profit of \$1.00 per hour.

### Convertible 2 Way SUPER BELL

Keeney's Super Bell Console is the only console in the world that makes a profit of \$1.00 per hour.

### 4 Way SUPER BELL

Keeney's Super Bell Console is the only console in the world that makes a profit of \$1.00 per hour.

ALL CONSOLES AVAILABLE WITH SEAL FIELD AT EXTRA COST

KEENEY & SONS, ATTORNEYS

## SUBMARINE GUN

Keeney's Submarine Gun is the only console in the world that makes a profit of \$1.00 per hour.

GET THESE NOW

IMMEDIATE DELIVERY

J. H. KEENEY & COMPANY, INC.  
"The World's First Console"  
4630 South Ashland Ave., Chicago, Ill.

IT'S GENCO AGAIN!

# DEFENSE

GENCO'S NEWEST and GREATEST!

GENCO

BIGGEST GREAT GAMES

2521 N. BROADWAY, CHICAGO, ILL.

# PENNY ARCADES

BETTER-EQUIPPED BY AUTOSCOPE

Autoscope's latest model is the only one in the world that makes a profit of \$1.00 per hour. It is the only one in the world that makes a profit of \$1.00 per hour. It is the only one in the world that makes a profit of \$1.00 per hour.

Autoscope's latest model is the only one in the world that makes a profit of \$1.00 per hour.

Autoscope's latest model is the only one in the world that makes a profit of \$1.00 per hour.

Autoscope's latest model is the only one in the world that makes a profit of \$1.00 per hour.

Autoscope's latest model is the only one in the world that makes a profit of \$1.00 per hour.

Autoscope's latest model is the only one in the world that makes a profit of \$1.00 per hour.

Autoscope's latest model is the only one in the world that makes a profit of \$1.00 per hour.

Autoscope's latest model is the only one in the world that makes a profit of \$1.00 per hour.

Autoscope's latest model is the only one in the world that makes a profit of \$1.00 per hour.

Autoscope's latest model is the only one in the world that makes a profit of \$1.00 per hour.

Autoscope's latest model is the only one in the world that makes a profit of \$1.00 per hour.



JACKSON MUSEUM MUSEUMS, CHICAGO, ILL. (Left) JACKSON MUSEUM MUSEUMS, CHICAGO, ILL. (Right) JACKSON MUSEUM MUSEUMS, CHICAGO, ILL.

## Defense by Any Other

Name...

By MAC CURRIE

Grand National Sales Company, Chicago

There is a machine in the world that makes a profit of \$1.00 per hour. It is the only one in the world that makes a profit of \$1.00 per hour. It is the only one in the world that makes a profit of \$1.00 per hour.

There is a machine in the world that makes a profit of \$1.00 per hour. It is the only one in the world that makes a profit of \$1.00 per hour. It is the only one in the world that makes a profit of \$1.00 per hour.

## Mexico Not Too Strong for Games

MEXICO CITY, March 12.—(AP)—The game of defense is not too strong for games in Mexico. It is the only one in the world that makes a profit of \$1.00 per hour.

There is a machine in the world that makes a profit of \$1.00 per hour. It is the only one in the world that makes a profit of \$1.00 per hour. It is the only one in the world that makes a profit of \$1.00 per hour.

There is a machine in the world that makes a profit of \$1.00 per hour. It is the only one in the world that makes a profit of \$1.00 per hour.

There is a machine in the world that makes a profit of \$1.00 per hour. It is the only one in the world that makes a profit of \$1.00 per hour. It is the only one in the world that makes a profit of \$1.00 per hour.

There is a machine in the world that makes a profit of \$1.00 per hour. It is the only one in the world that makes a profit of \$1.00 per hour. It is the only one in the world that makes a profit of \$1.00 per hour.

There is a machine in the world that makes a profit of \$1.00 per hour. It is the only one in the world that makes a profit of \$1.00 per hour. It is the only one in the world that makes a profit of \$1.00 per hour.

There is a machine in the world that makes a profit of \$1.00 per hour. It is the only one in the world that makes a profit of \$1.00 per hour. It is the only one in the world that makes a profit of \$1.00 per hour.

There is a machine in the world that makes a profit of \$1.00 per hour. It is the only one in the world that makes a profit of \$1.00 per hour. It is the only one in the world that makes a profit of \$1.00 per hour.

There is a machine in the world that makes a profit of \$1.00 per hour. It is the only one in the world that makes a profit of \$1.00 per hour. It is the only one in the world that makes a profit of \$1.00 per hour.

There is a machine in the world that makes a profit of \$1.00 per hour. It is the only one in the world that makes a profit of \$1.00 per hour.

There is a machine in the world that makes a profit of \$1.00 per hour. It is the only one in the world that makes a profit of \$1.00 per hour.

There is a machine in the world that makes a profit of \$1.00 per hour. It is the only one in the world that makes a profit of \$1.00 per hour.

There is a machine in the world that makes a profit of \$1.00 per hour. It is the only one in the world that makes a profit of \$1.00 per hour.















THROUGH THESE GORGEOUS PICTURES  
RADIATES THE WORLD'S MOST BEAUTIFUL TONE!

# SINGING & PICTURE

TRADE MARK  
PATENTED U.S. PAT. OFF. OTHER U.S. & FOREIGN PATS. PENDING

ILLUMINATED AUXILIARY SPEAKERS



MODEL 550

(SMALL SIZE)

19" Wide x 23" High

\$29.75 Complete With Speaker



MODEL 550

(SMALL SIZE)

19" Wide x 23" High

\$29.75 Complete With Speaker

GORGEOUS PAINTINGS ON SILK — ARTISTICALLY FRAMED, FULLY ILLUMINATED SHOWING NATURAL, SPARKLING COLORS, ELIMINATE STOOPING LIKE THIS TO REALLY HEAR FULL TONE MUSIC



Goodbye to music that plays down under the floor! New "Singing Pictures" bring you perfect, scientific sound diffusion from high up on the wall to every single neck and every ear in the location! Music that sounds true, full, clear! Beautiful music that induces the patron to spend more and still more in your phonos or movie systems. The kind of BETTER TONE you've always dreamed about is here NOW with the greatest advancement in all speaker history—

"SINGING PICTURE" N



MODEL 510 (LARGE SIZE)

\$39.50 WITHOUT SPEAKER 33" Wide x 41" High

For Music at Its Best! For Biggest Profits! For Amusing Your Guests to Perfection! They'll love the Fun Getting Acquainted That Every Future World Famous Automata Music Box Gilding the Road Will and Clear Foundation of All Your Investments—Book Your Order for "Singing Pictures" Today! Order in Full Column at Request



FOR YEARS WIDE-AWAKE MUSIC OPERATORS HAVE USED THIS SLOGAN

"BETTER TONE—BETTER TAKE"

"Orchestra hall sound with art gallery beauty" is the way our leading music operators describe the gorgeous sound "Singing Pictures" Operators KNOW that BETTER TONE means BETTER TAKE. They KNOW that when each and every patron in the location can actually HEAR full, true, clear tone music—that these patrons will PUT MORE MONEY INTO YOUR CASH BOXES! That's WHY "Singing Pictures" ARE GOING OVER THE TOP with most music operators everywhere! They BEAUTIFY the location! They produce BETTER TONES! They create goodwill on the part of the location owner and the patron when these people discover that the gorgeous music they are listening to is actually coming from these beautiful lighted pictures on silk. "Singing Pictures" make dark looking walls of ordinary locations look like beautiful galleries of art. They enhance the beauty of the most beautiful locations. They treat with respect all of the patrons and guests alike. They use THE LAST WORD in ILLUMINATED AUXILIARY SPEAKERS—JUST WHAT YOU HAVE BEEN WAITING FOR ALL THIS TIME! ACT NOW! RUSH YOUR ORDER QUICK!

IMMEDIATE DELIVERY FROM THE FOLLOWING DISTRIBUTORS

MODERN VENDING COMPANY  
TENTH AVENUE AT 45TH STREET NEW YORK

THE GENERAL VENDING SERVICE CO.  
305 NORTH BAY STREET BALTIMORE, MD.

RUNYON SALES COMPANY  
123 WEST RUNYON STREET NEWARK, N. J.

ARCHIE A. BERGER  
400 NORTH BROAD STREET PHILADELPHIA, PA.

ATLAS COIN MACHINE CO.  
710 COMMONWEALTH AVENUE BOSTON, MASS.

MODERN DISTRIBUTING CO.  
5349 W. WASHINGTON BOVD., LOS ANGELES, CALIF.

THE VENDING MACHINE COMPANY  
205-15 FRANKLIN STREET FAYETTEVILLE, N. C.

ROBINSON SALES COMPANY  
3100 GRAND RIVER AVENUE DETROIT, MICH.

CLEVELAND COIN MACHINE EXCH.  
2021 PROSPECT AVENUE CLEVELAND, O.

★ TRI-WAY PRODUCTS CO. INC. ★ 108 E. 22 ST. ★ NEW YORK ★



*It keeps 'em  
Playing!*

**SEEBURG**  
THE FINEST MECHANISM  
IN AUTOMATIC MUSIC!



THE NEW '42 SEEBURG  
HITONE SYMPHONOLA

BUY *More* U.S.  
FIGHTIN' BONDS  
AND STAMPS!



The surest way to continuous  
Seeburg Remote Control.

*Today...*

... with rationed phonograph production, music operators must depend upon the phonographs they have in operation. Today... and in the future... the product of the manufacturer... is given the "acid" test... that of living up to all the claims made for it by the manufacturer. Today... as in the past... we claim THE SEEBURG MECHANISM IS THE FINEST IN AUTOMATIC MUSIC... a claim that is proven by years and years of dependable operation in thousands of locations throughout our country... and the world! THE SEEBURG MECHANISM... is the same mechanism we have used for many years. Yes, improvements were made from time to time... but essentially, the mechanism has remained the same... and it will stay that way... until the best engineering brains can produce a better mechanism. Thus... Seeburg operators can feel confident... that they have a safeguarded future in dependable mechanical operation. The Seeburg phonographs you operate have years of good service left in them... However, it is vitally important to watch your phonographs and maintain good intelligent service... It is a good idea to have your local SEEBURG DISTRIBUTOR check your phonograph. Every SEEBURG DISTRIBUTOR maintains a complete SEEBURG SERVICE DEPARTMENT UNDER THE DIRECT SUPERVISION OF A FACTORY TRAINED TECHNICIAN.

To Go Ahead - GO

**Seeburg**

J. P. SEEBURG CORPORATION • 1500 DAYTON ST., CHICAGO





**"YOU BET WURLITZER  
IS WORKING ON  
WAR PRODUCTION  
FOR ME"**

● Wurlitzer's great plant is busily working for Uncle Sam. While this limits our production of Wurlitzer Phonographs and related equipment, it enables us to help produce something else—"music" that won't be pleasant to enemy ears nor to their aspirations of destroying our American way of life.

The Rudolph Wurlitzer Company, North Tonawanda, New York. Canadian Factory: RCA Victor Company, Limited, Montreal, Quebec, Canada.

**A NAME FAMOUS IN MUSIC FOR OVER TWO HUNDRED YEARS**

